

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicants : Thomas E. Ward III et al.  
Application No. : 10/066,811 Confirmation No. : 6065  
Filed : February 4, 2002  
For : SYSTEM AND METHOD FOR MODIFYING  
ADVERTISEMENTS RESPONSIVE TO EPG  
INFORMATION  
Art Unit : 2426  
Examiner : Fred H. Peng

New York, New York 10036  
December 17, 2010

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

FOURTH SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT

Sir:

Pursuant to 37 C.F.R. §§ 1.56, 1.97 and 1.98 applicants hereby make the documents listed on the accompanying Form PTO/SB/08A of record in the above-identified patent application. Pursuant to 37 C.F.R. § 1.98(a)(2)(iii) no copies of the "U.S. Patent Documents" are provided. Copies of the Foreign patent documents and Non-Patent literature documents are enclosed.

Applicants reserve the right to establish the patentability of the claimed invention over any of the listed documents, and/or to prove that any of the listed documents may not be prior art, and/or to prove that any of the documents may not be enabling for the teachings purportedly offered.

It is respectfully requested that the listed documents be: (1) fully considered by the Patent and Trademark Office during the examination of this application; and (2) printed on any patent which may issue on this application. Applicants requests that a copy of Form PTO/SB/08A, as considered and initialized by the Examiner, be returned with the next communication.

This Supplemental Information Disclosure Statement is being filed after the mailing of a first Office Action on the merits. Accordingly, pursuant to 37 C.F.R. §1.97(c)(2), the Director is hereby authorized to charge \$180.00, which is the fee set forth in 37 C.F.R. §1.17(p), to Deposit Account No. 06-1075.

The Director is hereby authorized to charge any other fees required in connection with the accompanying Information Disclosure Statement to Deposit Account No. 06-1075.

Consideration of the foregoing in relation to this patent application is respectfully requested.

Respectfully submitted,

/Saswat Misra/  
Saswat Misra  
Registration No. 64,254  
Agent for Applicants  
ROPES & GRAY LLP  
Customer No. 75563